

What's New in Census Business Builder Version 3.3

Census Academy Webinar
Wednesday, February 3rd, 2021

Presented by: Andrew W. Hait
U.S. Census Bureau



Agenda for Today's Webinar

- A recap of key CBB features
 - 2 editions: SBE and RAE (what's the same and what's different)
 - Map features
 - Report features
- What's New in version 3.3 (and a demo)
 - Updated data
 - New functionality
- What's Coming in 3.4+
- Q&A

Census Business Builder

United States Census Bureau

Census Business Builder: Small Business Edition - 3.3.0

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Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction Food Services Healthcare Personal Services Prof & Biz Services Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

Find My Location

or

State, County, City/Town, or ZIP Code

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#).

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Release: 3.3.0 (Build: 10)

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 3.3.0

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Define your region

What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

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Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
 - BLS, USDA, & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>


CBB: SBE and CBB: RAE “Splash Page”


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**Construction**

**Food Services**

**Healthcare**

**Personal Services**

**Prof & Biz Services**

**Retail**

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Industry and Geography Selection (SBE)
Geography Selection only (RAE)


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CBB: SBE “Map Page”

Change Industry and Geography Menus

Map Variables Menu (3.3 Update)

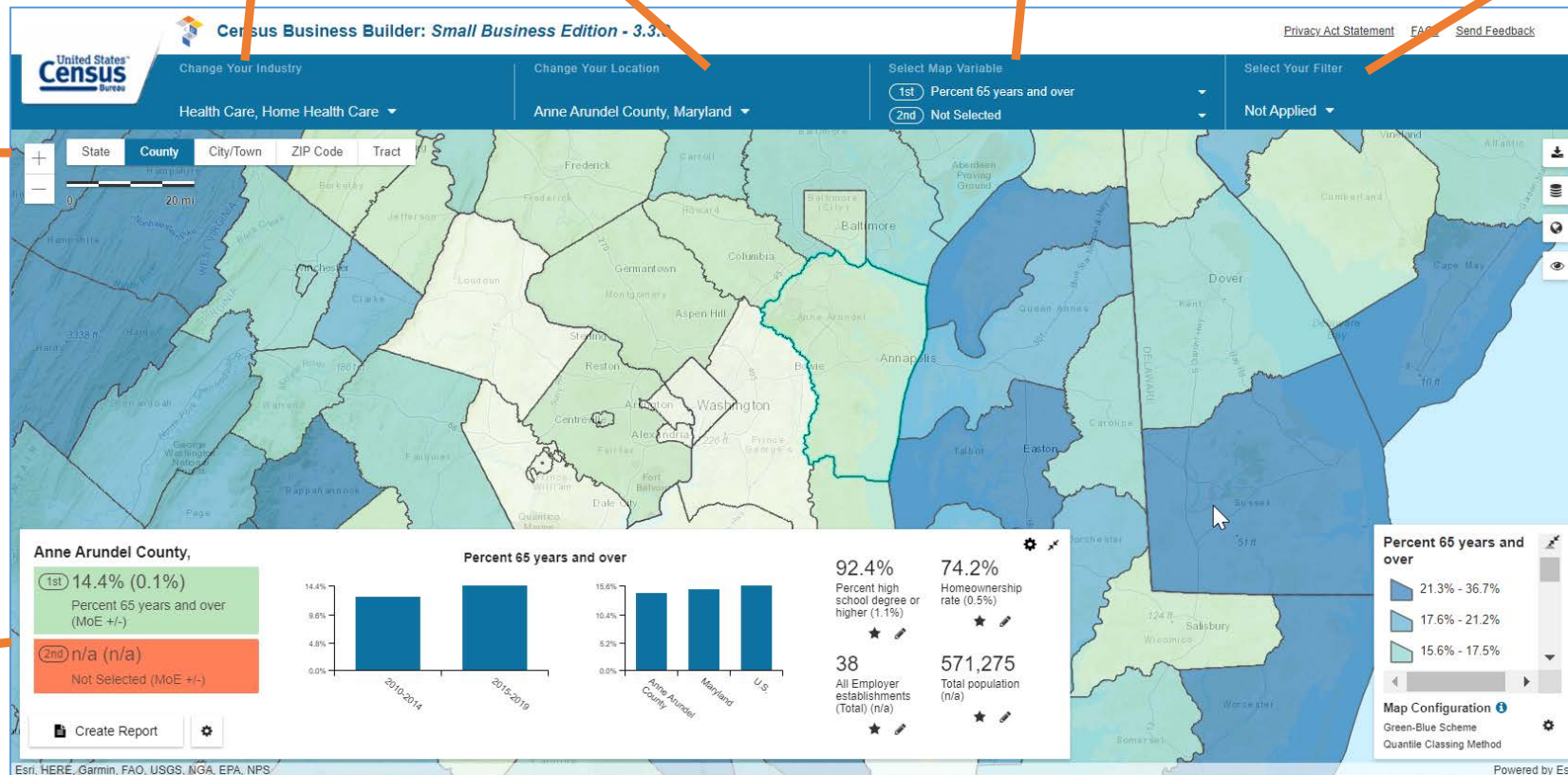
Filter Menu

Geographic Levels Menu and Zoom Buttons

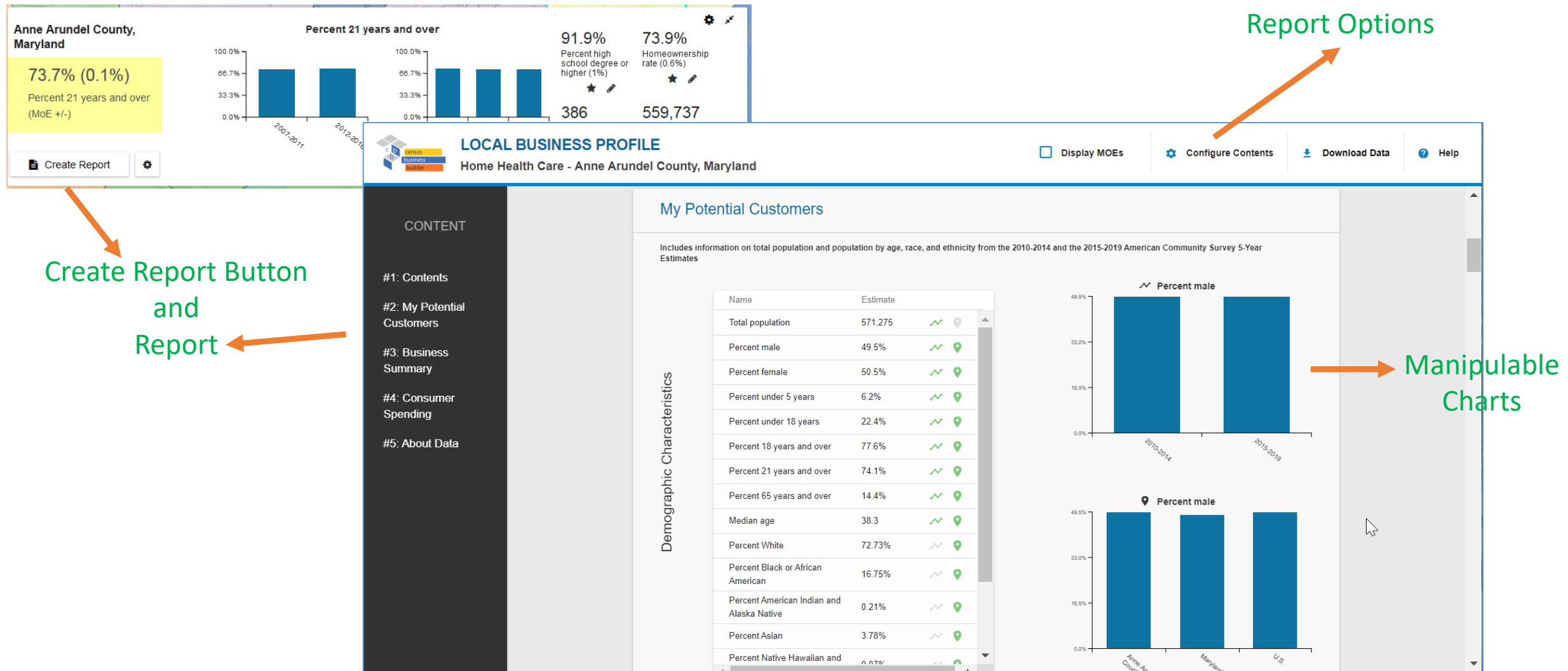
Map Buttons

Map Dashboard (3.3 Update)

Map Legend (3.3 Update)

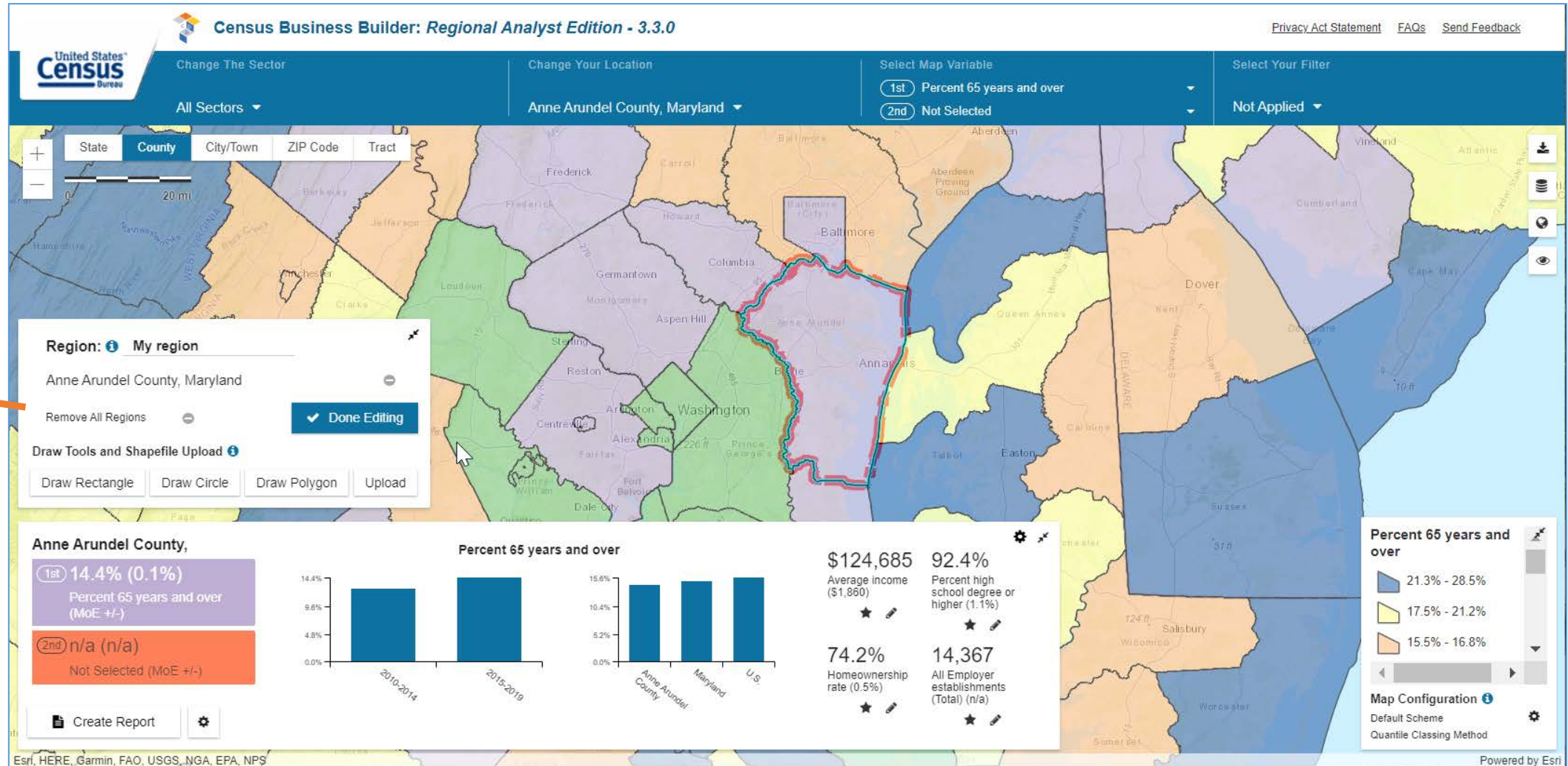


CBB: SBE Report




CBB: RAE “Map Page”

Region
Panel



CBB: RAE Region Report



LOCAL BUSINESS PROFILE
All Sectors - My region

☐ Display MOEs

☐ Summary Report

☒ Detailed Report

Configure Contents

Download Data

Help

CONTENT

#1: Contents

#2: Consumers/Residents

#3: Business Summary

#4: Business Comparison

#5: Consumer Spending

#6: About Data

Contents

What will I find in this report?

My Customers
The My Customers section provides summarized demographic information for **My region**. This information provides a snapshot of the makeup of the community of potential customers in the area.

Businesses Like Mine
The Businesses Like Mine section provides summarized information about **All Sectors** businesses in **My region**. This information provides insight into the volume, finance, and diversity of ownership of the businesses in the area.


Consumer Spending
The Consumer Spending section provides a high-level overview of the spending patterns of consumers in **My region**.

My region is comprised of:

[Anne Arundel County, Maryland](#)
[Baltimore County, Maryland](#)
[Baltimore city, Maryland](#)
[Calvert County, Maryland](#)
[District of Columbia, District Of Columbia](#)
[Harford County, Maryland](#)
[Howard County, Maryland](#)
[Kent County, Maryland](#)
[Montgomery County, Maryland](#)
[Prince George's County, Maryland](#)
[Queen Anne's County, Maryland](#)

https://cbb.census.gov/rae/#report_ConsumerSpending

A Demo of What's New in CBB 3.3




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What's Coming in CBB 3.4+

- Continue Quarterly Updates of Data
 - QCEW and QWI
 - Annual and other data as appropriate
- Additional Data
 - Public Sector and 2020 Decennial Census
 - More variables from existing programs?
 - Other data from new programs?
- New Functionality
 - Ability to create Industry Clusters (SBE only?)
- Other updates based on feedback (like tweaks to bi-variate mapping)

Contact us if you want additional training

Q & A and Thank You!

Contact me at:

andrew.w.hait@census.gov

[\(301\)763-6747](tel:(301)763-6747)

For local assistance, visit:

<https://www.census.gov/regions>

